

**RECEIVED
CENTRAL FAX CENTER****OFFICIAL**

AUG 20 2004

FILED VIA FACSIMILE

PATENT APPLICATION
Docket No. 14531.151

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
)
	Stuart Ozer et al.)
)
Scrial No.	09/991,389) Art Unit
) 2171
Filed:	November 21, 2001)
)
Confirmation No.	5411)
)
For:	METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING ADVERTISEMENTS)
)
Examiner:	Patrick Santos)
)
Customer No.	022913)

AMENDMENT "A"

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of June 8, 2004 (paper no. 2), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.